



Job Description

Job Title: Commercial Business Manager

Responsible to: Head of Commercial Business Development

Bristol Beacon

Run by Bristol Music Trust, and known as **Bristol Beacon**, we were established in 2011 to run the South West's largest concert hall and promote musical excellence, creative learning and engagement. We announced our new name in September 2020. Bristol Beacon is a symbol of hope and community. A focal point for music and a place of welcome, warmth and light.

Our vision is to unite people through the joy of live music. We achieve this through a diverse programme of inspirational musical experiences, which offers something for everybody and encompasses music of all genres including classical, jazz, folk, world, rock, and pop, as well as local choirs, orchestras, and schools.

As an organisation increasing in national importance, we have developed our creative learning and engagement work on an unparalleled scale. Our specialisms include working with underrepresented communities, including 2,500 young people with disabilities and in care. As the Music-Education-Hub for Bristol, we deliver the National-Plan-for-Music-Education to all children aged 4-18, inspiring 39,000 children in 150 schools, special schools, and youth groups every year. Our community led programme, in partnership with The National Foundation for Youth Music and Paul Hamlyn Foundation, works with children under five from low-income families, adults in social isolation/with dementia, children in care/care leavers and community musicians.

In 2023 we will open our newly refurbished concert halls in central Bristol with a new Music Education Centre in the cellars. This will be a completely new space dedicated to music teaching and incorporating a new performance space aimed at young people and emerging artists.

Operations

Operations as a whole is responsible for ensuring that Bristol Music Trust's resources and activities are managed effectively to deliver the work of our Programme, Commercial and Creative Learning and Engagement teams both within our 2 sites – Bristol Beacon and Beacon Music Centre - and at any external venues we work in. Our Operations Team includes Production (Front of House, Events, Artifax and Technical), Facilities, People, Finance and Commercial.

The whole Operations Team works closely and collaboratively with other departments (Marketing, Programme, Box Office, Creative Learning and Engagement and Development) to ensure a

professional approach and enhance the experience of our customers - audiences, clients, promoters, artists, and all other users of our spaces and our services

Commercial Team

Through promoting our venue and spaces the Commercial team creates commercial opportunities which both maximise income generation from our trading activities, and complement the primary objectives of Bristol Beacon. Trading activities are run through BMT Enterprises Ltd, and include the sale and hire of venue spaces for a range of commercial business events; and the provision of Box Office services to other arts organisations.

The Commercial Team promote Bristol Beacon as a destination venue and cultivate commercial and business relationships within the city. The team sell and hire out our spaces for commercial events including business meetings, jobs and career fairs, conferences, expos, graduations, company events, parties, wedding, wine tastings and more. The team meet sales targets for commercial revenue and work closely and collaboratively with other departments, particularly the Production Team, to handover events and to ensure a professional approach and enhance the experience of our commercial clients.

Purpose of the Role

To work with the Head of Commercial Business Development to cultivate commercial and corporate opportunities to generate income from our spaces, playing an integral role in promoting Bristol Beacon as a destination venue, and generating income for Bristol Beacon.

You will balance the drive to surpass sales targets with sensitivity to the requirements of Bristol Beacon's Artistic, Creative Learning and Engagement and Community programme.

Key Responsibilities and Key Related Competencies

1. To assist the Head of Commercial Business Development to develop and implement a high income generating effective sales strategy and sales packages for commercial business in line with the organisation's business plan.
2. To take a lead role in business development, including delivery of a strategic marketing plan for commercial business and to work with the Head of Commercial Business Development to develop the spaces and commercial business offering at Beacon Music Centre.
3. To develop and convert sales opportunities, including lead generation and identifying and developing new commercial opportunities to support the Head of Commercial Business Development to achieve high-level revenue targets and where possible exceed sales targets.
4. To monitor sales targets on a monthly basis with the Head of Commercial Business Development and produce sales reports and sales demographics.
5. To have an excellent knowledge of the commercial events industry, strong selling skills and the ability to upsell relevant opportunities.
6. To have an established presence in the city, able to be pro-active, network and promote Bristol Beacon at external events and seek opportunities and new markets for commercial business and sales, alongside maintaining strong and successful relationships with our internal catering partners Grayson's and Bristol Loaf and cultivating a sales pipeline alongside a business relationship with these partners.
7. Understand our presence in the community and the city, Bristol Beacon's relationships with both and our commitment to the city, including the need to give back to the community and

- the special relationships that Bristol Beacon cultivate, and to balance this with the need to generate sales to meet income targets.
8. Pro-actively sell commercial business space at Bristol Beacon and Beacon Music Centre through conducting client visits and show rounds, identifying all event requirements, at both Bristol Beacon and Beacon Music Centre, and to receive and convert event enquiries passed on by the Commercial Coordinator.
 9. Build and sustain successful relationships with external clients, striving to always exceed customer expectations and increase value, able to communicate effectively and build excellent relationships with internal and external stakeholders and third parties and adapt to the changing requirements of the client professionally and efficiently.
 10. Manage key account clients, ensuring regular communication with key clients and ensuring that the additional needs of these client relationships are met.
 11. To work effectively with the Marketing Team to ensure that the venue hire page for commercial business events reflects current business needs including promotions, special offers and testimonials, and to work closely with the Marketing team to uphold any strategy and agree any media advertising.
 12. To work with our Artifax system and maximise the diary space allocated to the Commercial Team and to manage the handover of confirmed events to the Production Team once a contract has been agreed, working closely with Production and Marketing Teams to ensure that all events are communicated effectively.
 13. With support from the Commercial Coordinator, develop and produce Commercial Business Contracts for all agreed sales, finance liaison and invoice approval.
 14. Work with our Sustainability Team to support the development of practices to lessen the environmental impact of commercial events.
 15. As required, deputise for the Head of Commercial Business Development, and where needed be responsible for setting and delivering financial targets, as detailed in the Business Plan, for commercial events and for financial management of this area of the business.
 16. On a day to day basis comply with the Policies and Procedures of Bristol Music Trust and be responsible for ensuring that all conference and commercial activity complies with all Bristol Music Trust policies and procedures.

Employee Specification

Essential – The role holder **must** have the following **Core** and **Additional Role Specific** competencies:

Core Competencies

LEADERSHIP & MANAGEMENT

- Ability to organise own and others activities.
- Has day to day operational planning for a particular area.

COMMUNICATION

- Able to communicate in a professional and friendly manner with clients.
- Able to communicate confidently and assertively to meet objectives.
- Listens to the views and issues of others.
- Conveys and receives information effectively and builds positive working relationships both internally and externally.
- Able to exchange detailed information in a courteous and effective manner to peers, line managers and customers.

ADAPTABILITY/FLEXIBILITY/PROBLEM SOLVING

- Adapts and works effectively in different situations, in order to carry out a variety of tasks and remains calm and level-headed under pressure.
- Remains positive and puts difficulties into perspective.
- Reliable and flexible in response to work priorities and issues.

CUSTOMER SERVICE

- Provides an excellent level of customer service both internally and externally.
- Seeks to provide added value where appropriate.
- Understands customer requirements and is able to deliver services to meet a diverse range of needs across the organisation.

PLANNING AND ORGANISATION

- Able to organise and manage their own time effectively.
- Able to prioritise and manage their own workload in an efficient manner.
- Responds to changing priorities.
- Meets deadlines and completes work to schedule.

TEAMWORK

- Works co-operatively and flexibly with peers to achieve common goals.
- Ability to work effectively as part of a team.
- Proactive in taking on additional tasks

Role Specific Competencies

COMMERCIAL BUSINESS EXPERIENCE

- Substantial proven commercial sales and negotiation experience in a busy sales environment
- Ability to think commercially and strategically to maximise sales, proven track record of seeking out new opportunities and client relationships.
- Experience of achieving high level sales income targets.
- Ability to contribute to the development of strategic sales and business plans.
- A creative thinker, able to balance the needs of our arts/music venue alongside sales targets/strategy.
- Able to be self-motivated and work on own initiative alongside motivating team colleagues.

BUILDING RELATIONSHIPS

- Proven experience of building and sustaining excellent internal and external working relationships.
- Proven client relationship management experience.
- Smart appearance and good presentation skills.
- Excellent networking skills and the ability to understand business presence within a city and community.

IT

- Excellent IT skills and recent experience of the use of IT packages (Microsoft Excel, Word and Outlook in particular) and venue event management software.
- Experience of data inputting and preparing event information for colleagues and external clients.

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ACCURACY AND ATTENTION TO DETAIL

- Achieves a high standard of accuracy in maintaining client records and preparing information for internal and external customers/clients.
- Able to work methodically, paying attention to detail and is able to check their own work for errors.

The following would be desirable:

- Experience of working in or an interest in the arts.

Special Conditions

Bristol Beacon is open seven days a week, including some bank holidays. We are a public building, which operates a diverse range of cultural and commercial business activities. The post holder will need to be comfortable working in this environment and willing to work flexibly where required, including evenings, weekends, and bank holidays, to support a range of commercial business events.

Occasional Duties

The role holder will carry out any other duty that is reasonably required.

Place of Work

Your usual place of work is Bristol Beacon, Bristol, but you may be required to work at other locations that are reasonably placed, including Beacon Music Centre.

Date created/modified: October 2023

Created by: People Manager and Head of Commercial Business Development

Approved by: BMT HR

Outline of Terms and Conditions:

Role:	Commercial Business Manager
Salary:	£31,500.00 per annum
Contract:	Permanent
Hours:	Full-Time, 37 Hours
Annual Leave:	24 days leave plus bank holidays, increasing by one day each year to 29 days after 5 years of continuous service
Probationary Period:	6 months
Pension:	Bristol Music Trust operates a Salary Exchange (salary sacrifice) Pension Scheme with a 5% employer contribution, subject to a minimum 4% employee contribution

Application Process

To apply please use the Guidance Notes provided to complete our application form on our StaffSavvy recruitment portal, outlining your experience and skills against the employee specification for the role, and describing why you would like to be part of our team.

We also ask you for Equal Opportunities Monitoring information and other personal information, none of which is shared with our shortlisting panel.

If you require our application form in an alternative or if you need to provide your application in a different way or have questions about the recruitment process for the role, please contact our People Team hr@bristolbeacon.org

Reasonable adjustments will be made for applicants if required, please let us know if you have any needs. Disabled applicants who meet the essential criteria for the role, will be offered an interview.

We may set-up interviews for this role ahead of the closing date, but will consider all applications submitted up to the closing date.

Closing date for applications: **9am on Monday 20 November 2023**

Bristol Beacon recognise, respect and value individual difference. We are committed to the wellbeing of our staff and to being an Equal Opportunities employer and attracting diverse talent from sections of the community currently underrepresented in the culture sector to help us to develop a more diverse workforce.